New Nouveau Brunswick
CANADA

New Brunswick's Wellness Strategy
Wellness Branch Action Plan (2014-2015)

Department of Healthy and Inclusive Communities

Working Together, Sharing Responsibility

The Government of New Brunswick continues to be a champion of the Wellness Strategy. Many government departments contribute to improving the wellness of New Brunswickers.

In particular, the Department of Healthy and Inclusive Communities (HIC) has a lead role in promoting wellness.HIC works with and empowers communities through the provision of leadership, programs and meaningful support to enhance the quality of life of all New Brunswickers.

HIC's mandate includes coordination among government departments for the development of socially oriented policies, programs and services related to youth, seniors, people living in poverty and people with disabilities; sport and recreation programs and services; and wellness initiatives. Much of this work directly supports or aligns with the renewed Wellness Strategy.

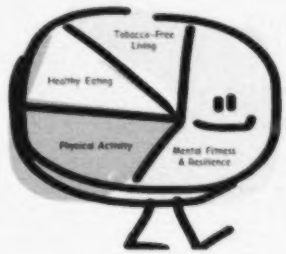
Within government, HIC is responsible for developing strategic partnerships with other departments, agencies and provincial/federal governments to ensure wellness initiatives are intentionally aligned with their efforts in these areas. Where appropriate, HIC provides strategic interventions in partnership with provincial, regional and local organizations. HIC also has a role in monitoring progress towards wellness targets.

Taking Action: Wellness Priorities for the Department of Healthy and Inclusive Communities

Within HIC, the Wellness Branch is committed to its role as a leader, partner and contributor on wellness. The Branch works through the comprehensive approach outlined in the Strategy and collaborates to improve the capacity of people and settingsto promote and support wellness.

The Branch's actions are supported by provincial and regional wellness consultants, including a network of eight regional offices that provide consultative and financial assistance within their respective communities.

The Branch continues to focus on four specific areas of wellness: Healthy Eating, Physical Activity, Tobacco-free Living and Mental Fitness and Resilience.



Wellness Branch Commitments for 2014-2015

The Wellness Branch is committed to efforts that effect positive change, both within the specific settings (school, community, workplace, home) and across all settings. The following 2014-2015 Wellness Branch Action Plan outlines key activities in support of New Brunswick's Wellness Strategy.

SETTING: Schools

Includes: Educators, administrators, support staff, students, District Education Councils, parents and parent organizations, and community partners

ACTIVITIES	Partnerships and Collaboration	Asset Based Development	Promotion	Leadership, Policy and Legislation	Evidence Informed Practice
1. Support wellness within the implementation of the Department of Education and Early Childhood Development's initiatives (e.g., Community Schools, development of wellness curricula).	◆				
2. Participate on the Joint Consortium on School Health (JCSH), with a focus on mental fitness and resilience.	◆				
3. Enable schools and districts to use the New Brunswick Student Wellness Survey data to plan, implement and evaluate initiatives.		◆			◆
4. Support the Link program within New Brunswick schools (Grades 6-12).	◆	◆			
5. Support districts to integrate mental fitness principles and practices as an enabler of positive behaviour change.	◆	◆	◆		
6. Support initiatives to enhance youth engagement in action on tobacco-free living*	◆	◆	◆		
7. Develop, contribute to and/or promote initiatives and resources that enable schools to take positive actions towards wellness such as: • *Mental Fitness resources* • *Wellness Curricula* • *Healthy Schools Planner* • *Wellness Movement tools and resources*			◆		
8. Enhance the capacity of stakeholders to support the Department of Education and Early Childhood Development's Policy 711 (*Healthier Foods and Nutrition in New Brunswick Schools*) and other wellness-related policies.		◆		◆	
9. Share results from the New Brunswick Student Wellness Survey (elementary) and enable schools and districts to use the data to plan, implement and evaluate initiatives.		◆			◆
10. Seek opportunities to align the Student Wellness Survey with other student data collection efforts.	◆				◆

**** New Investment***

Partners include but are not limited to:

- *Active Communities Branch (GNB Department of Healthy and Inclusive Communities)*
- *Canadian Mental Health Association (CMHA), New Brunswick Division*
- *Community School Coordinators*
- *Early Childhood Development Centres*
- *GNB Department of Education and Early Childhood Development*
- *GNB Department of Health*
- *Joint Consortium for School Health (JCSH)*
- *NB Health Council*
- *Regional Health Authorities (Healthy Learners in School Program, Public Health Nutritionists)*
- *LINK Program Executive Committee / Regional LINK Program Committees*
- *School Districts*

SETTING: Communities

Includes: Groups of people who identify with and support one another, defined by a common culture, language, interest or identity; municipalities, local service districts and rural area associations; not-for-profit organizations (e.g., sport, recreation, seniors / youth / special interest groups, service clubs); wellness networks; health care system / providers (e.g. Public Health, Addictions, Mental Health and primary health care services, Community Health Centres)

ACTIVITIES	Partnerships and Collaboration	Asset Based Development	Promotion	Leadership, Policy and Legislation	Evidence Informed Practice
11. Support food bank operations through provision of the Community Volunteer Action (CVA) Program and support to the NB Sharing Program.	◆				
12. Partner with food banks and the New Brunswick Food Bank Association (NBFBA) to support their capacity to engage in comprehensive food security initiatives.	◆	◆	◆		
13. Partner with Parks NB to align linkages with healthy eating, physical activity, tobacco-free living and/or mental fitness and resilience through outdoor play and to improve the wellness of New Brunswickers.*	◆		◆		
14. Strengthen the support for community & regional actions on wellness by growing and supporting wellness networks throughout the province.		◆			
15. Enhance the capacity of stakeholders to support the delivery of the CHEFs Getting a Start on Healthy Living Program.	◆	◆			
16. Explore opportunities to increase use of local, healthy foods as a fundraising initiative	◆	◆	◆		◆
17. Support community capacity to take action on tobacco-free living through initiatives such as provision of resources and a tobacco-free living grant program*	◆	◆			
18. Support and promote wellness for First Nation and Aboriginal People through a mental fitness approach, focusing on culturally relevant resources, community capacity building and knowledge exchange, and enhanced collaboration with partners and wellness networks.	◆	◆	◆		
19. Promote healthy aging and support age-friendly communities by facilitating development of a network of seniors resource centers, facilitating the delivery of seniors wellness clinics and supporting Senior Goodwill Ambassadors throughout the province.	◆	◆	◆		

ACTIVITIES	Partnerships and Collaboration	Asset Based Development	Promotion	Leadership, Policy and Legislation	Evidence Informed Practice
20. Provide financial support and frameworks which communities can use to develop and implement their own wellness programs. Funding opportunities include: • *After School Hours Grant Program (including implementation of the CHEF's Toolkit resource*)* • *Community Food Action Grants* • *Healthy Food in Recreation Facilities Grants: It Just Makes Sense* • *Learning Opportunity Grants* • *Regional Wellness Grants*		◆			
21. Develop, contribute to and/or promote initiatives and resources which support communities to take positive actions towards wellness such as: • *CHEF's Toolkit* • *NB After School Hours Guidelines* • *NB Plays* • *Active Kids Toolkit* • *Healthy Foods in Recreational Facilities: It Just Makes Sense Toolkit* • *Putting Health on the Agenda* model policy for healthy meetings & events • *Wellness Movement* • *Mental fitness calendar* • *Aging Well Toolkit* • *ParticipACTION resources* • *Community Food Mentor Program evaluation framework*			◆		◆
22. Disseminate findings from New Brunswick food security research and evaluation investments.					◆
23. Identify process to evaluate effectiveness of regional wellness initiatives using community wellness profiles, a common evaluation framework and other tools.					◆

**** New Investment***

Community setting partners include but are not limited to:

- *Active Communities Branch (GNB Department of Healthy and Inclusive Communities)*
- *After School Hours Working Group*
- *L'Association acadienne et francophone des aînées et aînés du Nouveau-Brunswick (AAFANB)*
- *Canadian Restaurant and Food Services Association*
- *Communautés et Loisirs Nouveau-Brunswick (CLNB)*
- *Community/regional wellness networks*
- *Economic and Social Inclusion Corporation / Community Inclusion Networks*
- *Family Resource Centres*
- *First Nation / Aboriginal People Network*
- *GNB Department of Health*
- *GNB Department of Public Safety*
- *GNB Department of Social Development*
- *GNB Department of PETL*
- *Health Canada/PHAC*
- *Healthy Eating Physical Activity Coalition (HEPAC)*
- *Mouvement acadien des communautés en santé (MACS)*
- *NB Anti-Tobacco Coalition (NBATC) / Cessation Working Group*
- *NB Food Security Action Network*
- *NB Gymnastics Association (NBGA)*
- *Parks NB*
- *Population Health Promotion Committee*
- *Provincial/Territorial Working Group on Informed Dining*
- *Recreation NB*
- *Regional Health Authorities*
- *Public Health Agency of Canada (PHAC)*
- *Société Sante et Mieux-être en français du Nouveau-Brunswick (SSMEFNB)*
- *NB Food Bank Association and food banks*

SETTING: Homes

Includes: Individuals, parents / extended family and caregivers

ACTIVITIES	Partnerships and Collaboration	Asset Based Development	Promotion	Leadership, Policy and Legislation	Evidence Informed Practice
24. Support the healthy development and wellness of young children ("the early years") within the Department of Education and Early Childhood's initiatives such as the early years services alignment, Early Childhood Development Centres (ECDC) and early years networks.	◆				
25. Support wellness and healthy aging within the Home First Strategy, coordinated by the Department of Social Development.	◆				
26. Use ParticipACTION branding and tools as part of the implementation of provincial wellness promotion efforts to reach homes and expand the ParticipACTION focus to include seniors.			◆		
27. Develop, contribute to and/or promote initiatives and resources which enable individuals and families to take positive actions towards wellness such as: • *Active Kids Toolkit* • *New Brunswick Smokers' Helpline* • *Wellness Movement* • *Seniors Resource Centers* • *Seniors Wellness Clinics* • *Aging Well Toolkit*			◆		
28. Participate in a PHAC-supported tri-provincial evaluation project that is measuring the impact of Active Kids Toolkit / Healthy Start initiatives on early childhood.					◆

Home setting partners include, but are not limited to:

- *Canadian Fitness and Lifestyle Research Institute (CFLRI)*
- *Family Resource Centres of New Brunswick*
- *Fédération des jeunes francophones du Nouveau-Brunswick*
- *GNB Department of Education and Early Childhood Development*
- *GNB Department of Health*
- *GNB Department of Public Safety*
- *GNB Department of Social Development*
- *Health Canada/PHAC*
- *Home First Interdepartmental Working Group*
- *NB Anti-Tobacco Coalition (NBATC) / Cessation Working Group*
- *NB Gymnastics Association*
- *ParticipACTION*
- *Strategic Policy and Planning Branch (GNB Department of Healthy and Inclusive Communities)*

SETTING: Workplaces

Includes: Employees and employers

ACTIVITIES	Partnerships and Collaboration	Asset Based Development	Promotion	Leadership, Policy and Legislation	Evidence Informed Practice
29. Support the growth of the New Brunswick Workplace Wellness Community of Practice which is working to: • Provide opportunities for sharing and training to support comprehensive workplace wellness through a network of private and public sector organizations and stakeholders • Establish a provincial source of expertise on comprehensive workplace wellness • Develop and deliver workshops on comprehensive workplace wellness	◆	◆	◆	◆	
30. Contribute to and promote initiatives and resources which will develop a culture of wellness within each workplace, enabling a comprehensive approach to workplace wellness such as: • *Putting Health on the Agenda* model policy for healthy meetings & events • *Work to be Tobacco Free* • *New Brunswick Smokers' Helpline* • *Wellness at Heart Workplace Wellness Toolkit* • *Wellness at Heart Workplace Wellness Awards* • *Mental Fitness toolkit for the workplace* • *Join the Workplace Wellness Movement website/resource database*			◆		
31. Develop and support implementation of policies that contribute to a wellness culture within GNB Part 1 (e.g., *Local Healthy Food Promotion and Purchase Policy, workplace wellness policy).*				◆	
32. Consider opportunities to act on recommendations from the GNB Part 1 Workplace Wellness Initiative Return on Investment (ROI) evaluation report.					◆

Workplace Setting partners include, but are not limited to:

- *Atlantic Paramedic Academy*
- *Active Communities Branch (GNB Department of Healthy and Inclusive Communities)*
- *College of Psychologists of New Brunswick*
- *GNB Department of Human Resources*
- *GNB Part 1 Departments*
- *Heart & Stroke Foundation of New Brunswick (HSFNB)*
- *Healthy Eating Physical Activity Coalition (HEPAC)*
- *GNB Part 1 Comprehensive Workplace Wellness Core Steering Committee*
- *Medavie Blue Cross*
- *NB Anti Tobacco-Coalition (NBATC) / Cessation Working Group*
- *NB Association of Nursing Homes*
- *NB Business Council*
- *NB Community Colleges (NBCC)*
- *NB Workplace Wellness Community of Practice*
- *Private & public sector leaders in comprehensive workplace wellness*
- *Provincial unions*
- *Regional & provincial interdepartmental workplace wellness committees*
- *Société Santé et Mieux-être en français du Nouveau-Brunswick (SSMEFNB)*
- *Université de Moncton*
- *Worksafe NB*

SETTING: All Settings

Includes: Provincial level initiatives across all the settings

ACTIVITIES	Partnerships and Collaboration	Asset Based Development	Promotion	Leadership, Policy and Legislation	Evidence Informed Practice
33. Promote wellness through the Department of Health's initiatives (e.g., primary care, mental health, diabetes, public health, chronic disease prevention and management).	◆				
34. Collaborate regionally and provincially with community inclusion networks and the Economic and Social Inclusion Corporation (ESIC).	◆				
35. Support wellness within the implementation of the New Brunswick Youth Strategy and Public Safety's Crime Prevention Strategy through youth-engagement initiatives.	◆			◆	
36. Champion seniors' wellness based on outcomes from the *Living Healthy, Aging Well* public engagement process.		◆			
37. Support broad-based wellness coalitions to leverage their partnerships in support of complementary initiatives, specifically: • *HEPAC - Healthy Eating Physical Activity Coalition* • *MACS - Mouvement Acadien des communautés en santé* • *NBATC - New Brunswick Anti-Tobacco Coalition* • *NBFSAN - NB Food Security Action Network*	◆	◆	◆	◆	◆
38. Build capacity in schools, communities, homes and workplaces through regional wellness initiatives that support healthy eating, physical activity, tobacco-free living and/or mental fitness and resilience and focus on key target groups. 39.	◆	◆	◆		
40. Collaborate with provincial partners to plan and promote the provincial Wellness Conference (fall 2015).	◆				
41. Collaborate with key partners as a member of the Interdepartmental Working Group on the Promotion of Local Foods.	◆				

ACTIVITIES	Partnerships and Collaboration	Asset Based Development	Promotion	Leadership, Policy and Legislation	Evidence Informed Practice
42. Explore opportunities to enhance collective understanding and action on reducing barriers to wellness for at-risk and vulnerable populations.	◆	◆			
43. Implement the first year of the 2014-2017 social marketing initiative "The Wellness Movement", evolving from a short-term campaign to a 365 day Movement with a goal to increase awareness, understanding and engagement of all New Brunswickers, from the unaware/disengaged to wellness champions.	◆		◆		
44. Support the enhancement and implementation of provincial wellness related legislation and policy across GNB.	◆			◆	
45. In partnership with New Brunswick Health Research Foundation, pursue opportunities to enhance research in order to accelerate progress on wellness.	◆				◆
46. Promote use of data from the Student Wellness Survey by New Brunswick Health Council, other government departments and external partners (e.g., Community Health profiles).	◆				◆
47. Develop plan to monitor how DHIC investments are contributing to New Brunswick's Wellness Strategy, including development of metrics. *					◆
48. Champion the mental fitness (CAR) approach as a key guiding principle for implementation of New Brunswick's Wellness Strategy within all settings.	◆	◆	◆	◆	◆

***New investment**

Partners in this setting include, but are not limited to:

- *Active Communities Branch (GNB Department of Healthy and Inclusive Communities)*
- *Economic and Social Inclusion Corporation / Community Inclusion Networks*
- *GNB Interdepartmental Deputy Ministers' Committee on Wellness*
- *Health Canada*
- *Interdepartmental Working Group on Youth*
- *NB Health Research Council*
- *NB Health Research Foundation*

- *NB Social Policy Research Network*
- *Provincial conference partners include First Nation / Aboriginal People Network; Healthy Eating Physical Activity Coalition of NB; Mouvement Acadien des Communautés en Santé du N.-B.; New Brunswick Anti-Tobacco Coalition; Société Santé et Mieux-être en français du N.-B.*
- *Strategic Policy and Planning Branch (GNB Department of Healthy and Inclusive Communities)*
- *Wellness Movement partners including community wellness networks, schools, workplaces, GNB Departments and regional and provincial level stakeholders*